

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62,43 172

LIBRARY

# Easter Flowers

---



THE HYDRANGEA—A beautiful Easter Plant  
(Prices on Page 5)

## HOLM & OLSON

(INCORPORATED)

"THE HOME OF FLOWERS"

20 to 24 West Fifth Street

ST. PAUL, MINN.

EASTER SUNDAY, MARCH 31, 1918

We offer you herein the best of everything in Cut Flowers and Blooming and Decorative Plants for Easter. We have grown these for our retail trade and they will be just right for the occasion. If you do not know what to order, tell us where you want to use it and what you wish to pay, and we will select you good value for your money, pack carefully and ship promptly.

#### FLOWERS DELIVERED BY TELEGRAPH ANYWHERE—AT ANY TIME

By mutual arrangement with the leading florists in the country we can on short notice have flowers delivered at any address or on board steamers when about to sail. This arrangement has proven very satisfactory and our customers can rely on their orders always being filled in a prompt and courteous manner.

Send your order just as soon as possible. This will assist us in shipping it promptly and assure you of getting what you want before our selection is broken.

At the prices quoted we deliver any place in the Twin Cities free of charge where the order amounts to \$1.50 or more.

#### HOW TO SHIP

All flowers shipped by express at purchaser's expense. We do not recommend Parcel Post shipments and will not be responsible for them but will use every possible precaution in packing. Parcel Post shipments should be "insured or sent special delivery." We cannot ship plants by parcel post.

Orders for less than \$1.00 are not solicited, as the expense of packing is too great.

As plant orders are always packed and shipped from our greenhouses, we cannot combine them with cut flower shipments, which are always made from our city store.

#### TELEGRAPH CODE

Orders by telegraph or telephone. When flowers, etc., are wanted the same day or next, it is best to telegraph or telephone. The following Cipher Code will be found useful and saves cost of telegrams:

Wool—Send on afternoon train today.

Wonder—Send on early train tomorrow.

World—Send on afternoon train tomorrow.

Wave—Send today or on early train tomorrow.

Anticipate—Answer whether you can fill order or not.

Adjacent—If cannot send on train mentioned, next one will do.

Decorate—If cannot send all on train mentioned, send balance on next train.

Driving—No substitution allowable. Fill order as given.

Flocking—Have sent mail order; if not yet received, send following at once, cancel mail order.

Durable—White flowers only, for funeral purposes.

Dilate—Flowers for funeral purposes, at your discretion.

Flowers—(or Cut Flowers)—Assorted colors and kinds are desired.

Hail—Prepay express charges and charge to me.

Snow—This is for a token, my card to accompany same.

Our store is open week days from 7:00 a. m. until 8:00 p. m.; on Sundays from 8:00 a. m. until 1:00 p. m. During these hours we can be reached by either telephone or by telegraph. We can also be reached at all other hours by night call telephones or telegraph.

#### ON SUNDAYS AND HOLIDAYS

**DON'T FORGET**—Special Delivery Letters only are delivered to us on Sundays and Holidays. All other mail lies over till next morning. If there is any doubt about your letter reaching us in time you had better telegraph or telephone.

When you are in the city we want you to call. You will always be welcome, whether buying or not.

Yours truly,

**HOLM & OLSON, INC.**

"The Home of Flowers"

PHONES { T. S. 24 381; Night Call, 84 526  
N. W. Cedar 6083  
Night, Dale 2739, Midway 7573

*Saint Paul, Minnesota*

Customers are requested not to call our greenhouses or nursery when ordering after business hours. Please call above numbers only.

We can deliver plants and flowers in any city in America.

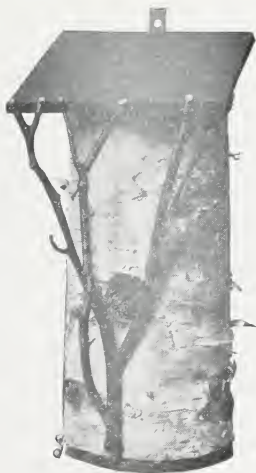
# BRING BACK THE BIRDS

And Give Them a Home and Protection

---

## THE BIRCH HOUSE

For Wrens, Blue Birds and Chickadees



*House Number 23*

Furnished with large or small opening. Please specify size when ordering.

*Price*  
\$1.50

Cut from a solid Birch limb and equipped with a sheltering green roof and removable bottom. Especially suited for Wrens, Blue Birds and Chickadees. Its rustic appearance will greatly aid in securing an occupant.

HOLM & OLSON, *Incorporated*

---

THE HOME OF FLOWERS

---

SAINT PAUL, MINNESOTA

*Our 16-page Bird House  
Catalog mailed on request*

# THERE'S NO PLACE LIKE HOME

And the Birds Enjoy Theirs as You Do Yours

---

## AN APARTMENT HOUSE

F o r   a   M a r t i n   C o l o n y



### *House Number 15*

The Purple Martin is found in this locality. These birds nest in colonies and when once started usually continue to come back year after year.

*Price*  
\$5.00

This house is especially well built, with six compartments, and should be set on a pole in the open and not among the trees.

Painted white with green overhanging roof.

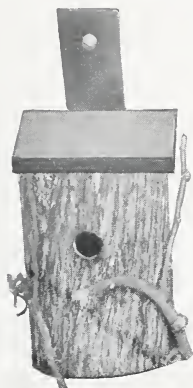
Houses built for various number of families.

10 compartments, \$8.00 each.

14 compartments, \$11.00 each.

# THE BEAUTIFUL BIRDS

In Beautiful Homes Are Both Interesting and Useful



## *House Number 25*

*Price*  
\$1.50

This house, like Number 23, is cut out of a solid piece of wood. It is about 12 inches long, is so constructed as to be easily cleaned, and is at all times neat, clean and dry. We consider it one of our best and most practical houses.

Why not be the first in your neighborhood to house a pair of Wrens?

## B I R D B O O K S

### B I R D D I C T I O N A R Y

By Chester A. Reed

Cloth, 30 Cents

An Illustrated Pocket Note and Text Book

### "HOW TO ATTRACT THE BIRDS"

By Neltje Blanchace

\$1.50—Postage, 14 Cents

Containing Over 100 Photographs

Size 6½ by 8¾ Inches

### "HOW TO MAKE FRIENDS WITH THE BIRDS"

By Neil Morrow Ladd

Leather, \$1.25

Easily Slipped in Pocket

Size 3½ by 5½ Inches



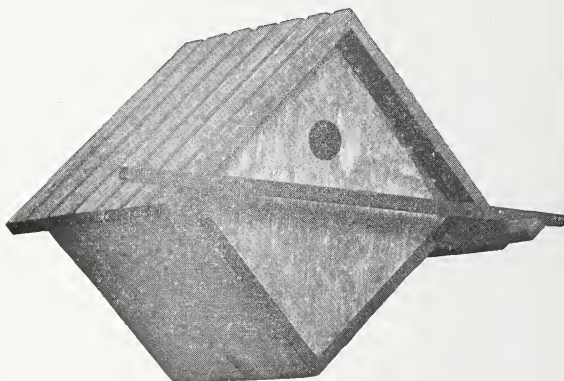
# PROTECT THE BIRDS

They Will Protect Your Gardens

---

## THE MINNESOTA COTTAGE

For Blue Birds, Chickadees and Wrens



*House Number 35*

*Price*  
\$0.75

Made with large or small opening. Please specify size when ordering. *This cottage* built in a neat substantial manner without frills. These houses are most popular with Wrens and Blue Birds and are quickly occupied.

*Our 16-page Bird House  
Catalog mailed on request*



## CUT FLOWERS

Prices effective March 25th to May 1st, 1918. Note reduction in Carnation prices after April 10th

### EASTER LILIES.

The finest flowers grown. Per dozen buds, \$4.00. Grown with strong, stiff stems and flowers of firm texture that will not bruise easily, but will stand shipping well. There may be cheaper ones offered, but we do not grow that kind.

Where it is not desirable to ship plants we can cut full length stalks with as many open blooms as possible. Placed in water on arrival they will last a long time. Stalks have 4 to 7 buds each. The buds open one at a time, the first one on a stalk being withered and gone when the last one opens. We cannot ship stalks with all the buds open at the same time.



Cut Easter Lilies.

### ROSES.

	Per dozen.
Assorted colors, our selection.....	\$2.00
Bridesmaid, standard pink.....	2.00
Bride, creamy white.....	2.00
Hoosier Beauty, new red..	\$4.00 and 5.00
Killarney, fancy pink.....	\$2.00 and 3.00
Killarney Brilliant, bright pink.....	3.00
Liberty, bright red.....	2.00
Milady, new fancy red.....	4.00
Mrs. Russell, fancy dark pink,	
very choice .....	\$5.00 and 6.00
Mrs. Ward, coppery yellow.....	2.00

	Per dozen
Ophelia, new light pink...	\$3.00 and 4.00
Richmond, fancy dark red.....	3.00
Sunburst, light yellow, fancy stock.	3.00
White Killarney, fancy.....	3.00
American Beauty, red choice blooms.	10.00
American Beauty, extra long, fancy	
stock .....	12.00
Mrs. Russell, extra fancy long stem.	8.00
(These can be used in place of American Beauties and are better value at price quoted.)	

Owing to unfavorable weather conditions, the supply of American Beauties is uncertain. If the quality is not good we will substitute Mrs. Russell for equal value.

### CARNATIONS.



Fancy Carnations.

Assorted colors, our selection.....	\$1.25
Assorted colors, fancy varieties....	1.50
Boston Market, standard white....	1.25
Cardinal, standard red.....	1.25
Craig, fancy red.....	1.50
Enchantress, light pink....	\$1.25 and 1.50
Gloriosa, new medium pink.....	1.50
Irish Queen, green.....	1.50
Lavender Beauty .....	1.50
Roosevelt, darkest crimson.....	1.50
White Perfection, fancy.....	1.50
Windsor, medium pink.....	1.25

After April 10th all varieties of Carnations at 25c per dozen less, except Irish Queen and Lavender Beauty.

Our Gift Boxes contain special values.

## Easter Specials

### GIFT BOXES.

Each box contains Lilies and other spring flowers appropriate for the occasion at \$2.00, \$3.00, \$5.00 and \$10.00 each.

### CHURCH BOXES.

Filled with appropriate flowers, including Lilies and choice spring flowers at \$5.00, \$8.00, \$10.00, \$15.00 and up. Extra values in each box.

### VIOLETS.

As Violets are a cool weather flower they are usually all gone by April 15th. Choice, home-grown stock, put up in bunches of 25 with plenty of foliage.

Double blue, per bunch, each.....\$0.75  
Prince of Wales, extra fine; single blue, per bunch, each..... .75

Tulips.

### GENERAL LIST OF CORSAGES.

These all make elegant Easter gifts.

Violets (nothing nicer than these).....	\$2.50 to \$6.00
Lilies of the Valley (very popular).....	3.00 to 8.00
Roses and Lilies of the Valley or Violets (state color of roses you prefer) ..	3.00 to 6.00
Violets and Lilies of the Valley (a pleasing combination).....	3.00 to 8.00
Bon Silene Roses with Lilies of the Valley (small pink roses—charming) ..	3.00 to 6.00
Sweetheart Roses and Violets (miniature blush pink rose).....	3.00 to 5.00
Mrs. Ward Roses, Violets and Lilies of the Valley (one of the finest combinations) ..	3.00 to 8.00
Orchids and Lilies of the Valley (the par excellence of all corsages).....	5.00 to 15.00
Sweet Peas (always beautiful).....	2.50 to 5.00
Sweet Peas and Violets or Lilies of the Valley (a charming combination) ..	3.00 to 6.00

### GREENS.

Per Dozen.

Asparagus sprays .....	\$0.75
Common Ferns, per hundred.....	\$0.75 .10
Maiden Hair Ferns.....	.35
Mexican Ivy, a beautiful green from California.....	.25
Smilax, per yard.....	.35

### SUNDRY FLOWERS.

Per Dozen.

Calla Lilies, very fine.....	\$5.00
Daffodils, double, yellow.....	1.00
Easter Lilies, choice blooms.....	4.00
<b>Jonquils—</b>	
Golden Spur, large yellow.....	1.00
Bi-color, white and yellow.....	1.00
Lilies of the Valley, fancy stock.....	1.50
<b>Orchids, very choice—</b>	
Cattleyas, Lavender, each.....	1.50
Cypripediums, Green, each.....	.75
<b>Narcissus—</b> Pure white, fragrant.....	1.00
<b>Narcissus—</b> Poeticus, the Poet's Flower....	.75
Roman Hyacinths, delicate pure white....	1.00
<b>Snapdragon—</b> Giant spikes of white.....	3.00
<b>Sweet Peas—</b> All colors, per bunch of 25... .	.75
<b>Sweet Peas—</b> Fancy Butterfly varieties, all colors, per bunch of 25.....	1.00
<b>Tulips—</b> Single, fancy stock, all colors....	1.00
<b>Tulips—</b> Double, in light pink, red and orange .....	1.50



Corsage Roses and Lily of the Valley.

Corsage bouquets always please the ladies. They are very appropriate gifts.

## LILY PLANTS

Since their introduction into the United States, some thirty years or more ago, these beautiful flowers have grown in favor until it taxes the skill of the grower and the capacity of the greenhouses to the utmost, to supply the demand. The Giganteum, the latest and best type, is the variety now generally grown for Easter. Our stock has been grown slowly and is extra strong and firm for shipping. Prices, \$1.50, \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 per pot.

### HYDRANGEAS

(See picture front cover.)

These old time favorites with their large, showy heads of bloom are among the best and most appropriate flowering plants grown for Easter. Our stock this year is especially fine and we are sure will please. Our customers are cautioned to keep them well watered during the blooming season. **Don't let them get dry.** Each, \$1.00, \$1.50, \$2.00, \$3.00, \$4.00, \$6.00 and \$8.00.

### DAFFODILS.

Double, yellow. In pans, \$1.50, \$2.00 and \$2.50 each.

### HYACINTHS.

All colors. Singly in pots, 40c each, \$4.00 per dozen. In pans \$2.00 and \$2.50 each.



The Giganteum Easter Lily.

### VIOLETS.

Full of blossoms; sweet scented. Choice, \$1.00 per pot.

### JONQUILS.

Single yellow. In pans, \$1.50, \$2.00 and \$2.50 each.

### TULIPS.

Single, all colors. In pans, \$1.50, \$2.00 and \$2.50 each.

Double. In pans, \$2.00 and \$2.50 each.

### BEGONIA CHATELAINE.

Very pretty little plants covered with a profusion of bright pink flowers which are at all times very attractive. Each, 35c, 50c and \$1.00.

### GENISTRA: "SHOWER OF GOLD."

The plants are literally covered with bright yellow flowers which remain a long time. They are certainly very attractive, either as individual specimens or in groups with other plants. Each, \$1.00 and \$3.00.

### GERANIUMS.

Owing to a great demand for these old time favorites for Sunday schools and for church decorations, we have grown a choice stock for Easter. They will be in bud and bloom for that occasion. Color, red only. Each, 25c; per dozen, \$2.50.

### LILIES OF THE VALLEY.

These sweet scented, delicate flowers are always appreciated by old and young. Price per pot, \$1.50.

### MARGUERITES—(Paris Daisy).

Nice, large plants well filled with buds and blossoms. Each, 75c and \$1.50.

### PELARGONIUM—(Lady Washington Geranium).

"Easter Greetings."

Large plants, well filled with bright, attractive flowers and buds. Each, 35c; per dozen, \$4.00.

### PRIMULA OBCONICA.

A fine stock of this showy plant in full bloom. Large plants in 8 inch pans, \$1.50 and \$2.00 each.

War conditions made it impossible to import any plants from Belgium last fall, consequently there are no Azaleas, Deutzias, Spiraeas and Rhododendrons to offer this Easter. In their place we recommend Hydrangeas and the roses which we offer believing they will give even greater satisfaction than the Belgium plants.

Don't forget the sick when making Easter gifts.





The Baby Rambler.

## ROSES

Our stock comprises all the newest and latest importations from Europe as well as the older sorts of merit. They are all beautiful and desirable and when through blooming can be planted outside and will blossom again during the season. Some of them are hardy and will live during the winter if well protected.

### BABY RAMBLERS

All roses of this type form compact, bushy heads well filled with clusters of bloom which last a long time. The plants are dwarf in growth (ranging from 15 to 20 inches in height) are stocky and will bloom incessantly the entire summer. These varieties are also very fine for planting in beds in the open.

#### MAD. N. LEVAVASSEUR.

This variety comes from France and bears the name of the wife of a noted French plantsman. It was introduced a dozen years or so ago and immediately sprang into great favor. It is the original or first Baby Rambler and has never been surpassed by any of the later introductions.

In color a bright glowing crimson; a very free bloomer; compact in growth and equally good for massing in beds on the lawn or for house blooming. When warm weather comes, it can be planted outside and the summer bloom alone is well worth the price of the plant. Each, \$1.50, \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00.

#### ERNA TESCHENDORF.

Large, bright carmine blossoms, double. The color does not bleach out in the hot sun. Each, \$1.50, \$2.00, \$2.50, \$3.00 and \$4.00.

#### ELLEN POULSEN.

A very fine dark, brilliant pink, large, full sweet scented blossoms, vigorous in growth and a prolific bloomer. Each, \$2.00, \$3.00, \$4.00, \$5.00 and \$6.00.

#### MRS. CUTBUSH.

A very prolific bloomer; a cerise pink baby rambler, very desirable. Each, \$3.00, \$4.00 and \$5.00.

#### ORLEANS.

Bright red and pink, center slightly shaded white. Foliage a beautiful bright green. Each, \$1.50, \$2.00, \$2.50 and \$3.00.

### CLIMBING ROSES

Our stock of these desirable plants is the finest ever forced in the Northwest. As they are all hardy, with winter protection, they can be planted outside when warm weather comes and thus give an added pleasure to the home.

#### DOROTHY PERKINS.

The perfect pink Rambler—without question the finest pink climber. The flowers are a soft shell pink, profusely produced in large clusters. They are very fragrant and last a long time. Our stock is extra fine and will be in perfect condition for Easter. Each, \$3.00, \$4.00, \$5.00, \$6.00, \$8.00 and \$10.00.

#### EXCELSA.

The new crimson Dorothy Perkins; said to be hardier than the old Crimson Rambler, and the flowers hold their color better, while the foliage is not subject to mildew. Each, \$3.00, \$4.00, \$5.00 and \$6.00.

#### TAUSENDSCHON.

The Queen of Ramblers—The most beautiful of all for Easter blooming. The individual flowers are very large, some of them measuring three inches across. In color a delightful shade of shell pink changing to carmine on the reverse of petals when fully expanded. Produced in trusses of 10 to 15 flowers—each truss a bouquet in itself. Each, \$4.00, \$5.00 and \$6.00.

#### WHITE DOROTHY.

A wonderful new variety, having all the good qualities and characteristics of the pink sort with pure white blooms. Each, \$3.00, \$4.00, \$5.00, \$6.00, \$8.00 and \$10.00.



Dorothy Perkins.

## PLANT COLLECTIONS FOR CHURCHES

These contain choice blooming plants of our selection. In each collection we include Lilies, Hydrangeas and other plants specially suited for altar and pulpit decoration. Each collection contains special values, but the selection must be left entirely to us. Orders for these should reach us not later than March 27th. Prices, \$5.00, \$10.00, \$15.00 and \$25.00.

### BASKETS OF PLANTS.

For city delivery we offer a large variety of fancy baskets filled with appropriate blooming and decorative plants, and neatly trimmed with chiffon or ribbon. There is nothing finer for an Easter gift. The best and most critical buyers in the country invariably select a basket when they want something choice and different from the ordinary plant or flower gift. While we can deliver at any address in the Twin Cities, we do not recommend them for shipping. Prices, \$3.00 to \$15.00.

All orders for \$1.50 and up delivered any place in the Twin Cities free.

## DECORATIVE PLANTS

Our assortment of these is one of the largest in the west. Private parties who contemplate stocking their conservatories should confer with us, as we have many rare specimens. We list only a few of the best and hardiest varieties for general cultivation.

### KENTIA BELMOREANA PALM.

This is a standard variety for house culture, having long, graceful, drooping leaves. We have a very fine stock of this grand variety, which is clean and healthy. Each, \$2.00, \$3.00, \$4.00, \$5.00 and \$10.00.

### ASSORTED TABLE FERNS.

These are grown for filling fern dishes and are short, stocky plants in assorted varieties. We have them in two sizes: 15c each, \$1.50 per dozen; 25c each, \$2.50 per dozen; specimen plants, 50c and 75c each.

### FANCY COLEUS.

Large plants of bright colored foliage; bushy, compact heads that are of dazzling beauty. Each, 25c, 50c, 75c and \$1.00.

### CROTONS.

Attractive plants for house culture with beautiful highly colored leaves streaked and mottled in a pleasing manner. Each \$1.00 to \$5.00.

### RUBBER TREE.

One of the most desirable house plants. Is of rapid growth, requires but little care and attention and thrives well in all locations. Each, \$2.00 and \$3.00.



Kentia Palm.

### BOSTON FERNS.

Our stock of these old time favorites is very choice and we are sure will give entire satisfaction. The plants are well developed, clean and healthy and should thrive nicely in private homes. Each, \$1.50, \$2.00 and \$2.50.

### ASPIDISTRA.

The hardiest decorative plant grown. Has broad, variegated leaves of upright growth; not affected by insects or disease; of easy culture, withstanding extremes of heat and cold, and always clean and attractive. Each, \$2.50, \$3.00 and \$4.00.



Rubber Tree.

### COCOS PALM.

One of the prettiest and hardiest palms in cultivation. The growth is slow but the plant is very symmetrical and free from insects and disease. The leaves are finely cut and droop gracefully—making it one of the most desirable for house cultivation. The smaller sizes are very appropriate for centers of fern dishes. Each, 35c and 50c.

### HOLLY FERN.

One of the best and hardiest varieties in cultivation. Has beautiful deeply cut leaves resembling Holly foliage.

A clean, rapid growing sort, which withstands varying degrees of temperature and thrives where other kinds fail. Each, 50c, 75c, \$2.00 and \$3.00.



Holly Fern.

Plants and flowers are appropriate gifts for all occasions.